

INTERNATIONAL COLOR GUIDE

The colors you chose can make or break a document/presentation you are preparing. You do not want to look at a peice of paper that has too many colors, and neither does any one else. In general, cooler colors are better than warmer colors as a base.

NUMBER OF COLORS: Do not use more than two individual colors, with maybe a third for accent. Green and blue with a spalsh of yellow looks very clean. Yellow and blue with a darker blue also works well.



COMPLEMENTARY COLORS: Complementary colors are on opposite sides from the color wheel. For example, the red's complimentary color is green; yellow's is purple. When you put two complimentary colors together, it can be far too bright or jarring, especially if you use the most vibrant versionas of the colors. We recommend sticking to color groups in thirds of the circle. There are, of course, excpetions to this. Yellow and blue go very well together, for example.



EFFECTS OF COLORS: Not all colors have the same psychological effect. Blue, green, and purple have calming effects. Red, yellow, orange, and pink are exciting colors. Keep this in mind when you are chosing the color profile for your document/presentation. What do you want to impart onto your audience? Blue and yellow-green are safe bets for chosing colors. For more detailed information, visit linchpinseo.com/color-guide-designers/

508 COMPLIANCE: The key to 508 compliance is contrast. When putting a colored text over a block of color, make sure they contrat as much as posisble. In general, never put red on top of green or blue on yellow. For more information, look at our design guide, available at eca.state.gov/comms-guidance/design

